

# **Request for Proposals (RFP)**

## **To Conduct Origin-Destination Study**

### **In The City of Winston-Salem, North Carolina**

#### **Introduction**

The City of Winston-Salem Department of Transportation (WSDOT) in cooperation with Winston-Salem Transit Authority (WSTA) is seeking to engage a qualified private consulting firm to conduct an Origin-Destination Study in Winston-Salem, North Carolina.

The successful consultant will be expected to

- 1) develop a detailed scope of work laying out specific tasks with approximate durations, required resources and responsibility assignments,
- 2) outline detailed responsibilities for the completion of each task, and
- 3) prepare and present a final report. The primary and/or subconsultant firms shall be pre-qualified to perform services for NCDOT's Transportation Planning Branch.

#### **Background**

WSDOT is issuing a Request for Statements of Proposals to conduct an Origin-Destination Study in Winston-Salem, North Carolina.

Winston-Salem is currently in the process of a Comprehensive Operations Analysis (COA) for WSTA. The main purpose of the COA is to identify any transit needs and help to redesign WSTA's whole transit network. The O-D study will help to identify the current trip patterns and needs in the city. Based on the O-D study result combined with other data, WSTA and WSDOT will plan, design, and implement improved transit services to make the system more efficient and serve the travel needs of citizens better.

WSTA operates a fixed-route system (scheduled buses) in the City of Winston-Salem proper and provides demand-response transportation for the elderly and disabled (Trans-AID) throughout Forsyth County. WSTA retains a fixed-route fleet of fifty-two (35-foot) large buses and twenty-six paratransit vehicles. The fixed-route system operates 23 daytime routes, seven night routes, two connector routes, a park and shuttle route for downtown commuters, and a downtown trolley. (Please go to WSTA website, <http://www.wstransit.com/schedules.htm>) Fixed-Route Ridership for fiscal year 2011-12 was 3,187,204. Trans-Aid ridership for the same period was 157,178.

#### **Purpose and Need for the Study**

In the past, route modifications have been instituted incrementally, without a long range planning strategy. The City has recognized the greater need for reinvention of the transit network to achieve the following objectives:

- 1) to provide current transit riders better service and
- 2) to encourage and promote public transit to citizens.

In order to make public transit more accessible and attractive to current and potential riders, the first vital step is to understand the current demand and pattern of mobility in the city. The O-D study will help WSDOT and WSTA identify transit needs, as well as design and implement efficient and reliable transit service to citizens.

## Planned Schedule

Time frame for the O-D study is as follows:

Submission Deadline	By June 24 (Please see Submission Deadline section below.)
Selection of a consultant	By July 5
Start of the O-D Study	July 8
Final Report Due	August 2

## Analysis and Scoring

Proposals that pass threshold review will be scored on a 100-point scale, as follows:

Rating Factors	Maximum Points
Work Plan: The project selection committee will review the selected proposal for clarity, completeness, and understanding of the needed work. This is the heart of the projects and is weighted as such.	30
Similar Experience: The project selection committee seeks a consultant with strong background and experience in planning, various data collection methods, and quantitative analysis.	30
The Ability to quickly and efficiently complete the project: The consultant should provide sufficient information in their proposal to allow the project selection committee to ascertain that the consultant can develop and maintain a project schedule and meet the project deadline.	30
Professional Qualifications of the Project Manager and Project Team: The project selection committee seeks a project team familiar with USDOT (FTA) and NCDOT requirements.	10
Total	100

WSDOT intends to select a consultant based solely on the scoring system above; however, WSDOT may conduct an interview after the reviewing proposals.

## Negotiations

Subsequent to selection, the successful proposer will submit a detailed cost proposal. It is the intention of the WSDOT to review the cost proposal and negotiate a final fee for services specified in the proposal.

## Submission Deadline

All responses must be received by the City of Winston-Salem Department of Transportation Office no later than 5:00 p.m. (DST), Eastern Time Zone on Monday, June 24, 2013. WSDOT reserves the right to reject any and all responses received after that date; or to consider responses received after that date, although there will be no obligation to do so. Proposals may be submitted by email to Kaori Fujisawa (kaorif@cityofws.org).

In the unintentional possibility that information contained in any section of this RFP differs from that of other similar information elsewhere in the RFP or in other information previously dispersed, or if any information contained herein is less than complete or totally accurate as of the date of this RFP, the City

of Winston-Salem reserves the right to clarify and correct such information in its sole and absolute discretion and without liability, implied or otherwise.

*Firms needing clarifying information on the scope of work should contact Kaori Fujisawa, Transit Project Planner by telephone (336) 747-6882 or email [kaorif@cityofws.org](mailto:kaorif@cityofws.org).*

Any name appearing on the Comptroller General's list of ineligible contractors for federally financed and assisted projects is not an eligible proposer and will not be considered.

The City of Winston-Salem reserves the right to accept or reject any and all proposals as deemed in its best interest.